

# **CITY OF REDMOND ARTS COMMISSION**

## **GOALS RETREAT - MINUTES**

**January 24, 2002**

**Old Redmond Schoolhouse Community Center**

**COMMISSIONERS PRESENT:** Chairperson Jill Schmidt, Una McAlinden, Heidi Houghton, Joe Adams, Cara Byrne, Kay Tarapolsi

**ABSENT AND EXCUSED:** Commissioners Roger Kjos, Regina Riley, Rebecca LaBrunerie; Youth Advocates Jamie Bakun, Jane Butterfield

**STAFF PRESENT:** Melna Skillingstead, Arts Administrator; Sandra Bettencourt, Recreation Program Manager

**OTHERS PRESENT:** None

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### **AGENDA**

#### **I. CALL TO ORDER**

Chairperson Jill Schmidt called to order the *Goals Retreat* meeting of the Redmond Arts Commission (RAC) at 7:12 p.m. at the Old Redmond Schoolhouse Community Center.

Notations:

- In revising the outdated goals, some need to be relegated to committees, and some need revision as the general Commission's goals. Between this meeting and the June retreat, committees were asked to discuss/define their short- and long-term goals (possibly taking from this list), in order to help simplify the general goals.
- Nominations for new RAC officers will be held at the next RAC meeting in February.
- The Arts Funding Committee has been re-named the "Nexus Committee" as the internal committee that guides the direction of the whole Commission. The word nexus is "where all comes together."

## **II. GOALS UPDATE**

Commissioners discussed each point, as well as interjected general ideas to change the format, of the current Goals and Objectives:

### Number 1:

- This is similar to a mission statement; redundant.
- Tarapolsi suggested changing it to read, “Foster the cultural climate by promoting the arts, developing art opportunities, and continuing to identify the arts needs of Redmond.”

### Letter (1) A:

- Needs clarification (e.g. “Promote the arts in Redmond.”).
- Keep the re-affirmation that the arts are a “key element.”
- Consider deleting the word “balance.”

### Letter (1) B:

- “Develop art opportunities throughout the year.” This is being achieved and needs to remain a goal.
- Skillingstead and Bettencourt explained the “arts programs” referred to Parks and Recreation as a whole at the time it was written. It was a broad-based overview to cover all, since it was not known how the programs would evolve.
- Schmidt believed the goal would continue to be appropriate because the evolution is still unknown. It does need clarification, however.
- Clarify for whom are the opportunities.

McAlinden suggested writing the current mission statement at the top of the document. Each section could be shortened to just the first 3-4 words. They could also circle the

key words in each phrase to highlight the idea, then ascertain what might be delegated to a committee or assigned as a general goal. Byrne proposed, along with the mission statement at the top, to distill the current framework into four goals to support the statement.

Letter (1) C:

- Skillingstead stated the needs assessment was already done by staff as an in-house research document, receiving recommendation by the RAC at that time and throughout the project.
- Schmidt and Bettencourt agreed on the importance of continuing to identify facility needs through needs assessments and surveys, and that this should be identified.

Letter (1) D:

- These are identified ongoing wishes.

McAlinden read from the RAC ordinances and suggested Commissioners consider defining their goals from these, especially since the ordinance refers to and encourages donations and grants. Bettencourt identified these as good for future use in substantiating public donations/fund raising. Skillingstead emphasized that grant sources require a list of a body's goals and objectives prior to funding consideration; therefore, the goals need to be broad enough to give leeway for this. Schmidt noted that after rewriting the goals, they would need to fit with the ordinances.

Number 2:

- Schmidt suggest adding, "provide grants for new organizations."
- Commissioners recommended, "Encourage and support new and existing community partnerships to maximize..." (delete "...successful cooperation...and patrons").

- Byrne suggested changing it to read, “Encourage and support new and existing partnerships within the City to augment (expand) the community’s art resources and talents.”

Letter (2) A:

- The Commission is endeavoring to do this now.

Letter (2) B:

- Skillingstead stated this goal is met through open monthly meetings, items from the audience, and RCTV, which all provide opportunities for the public to speak. This goal could possibly be eliminated, since it is extraneous and already understood.
- McAlinden and Schmidt advocated inserting a goal regarding grants; this could be relegated to the Grant Committee’s goals.
- It needs to emphasize to grant organizations that the RAC is a financially cultivating entity.
- Letter (2) B is redundant to Number 2.
- Commissioners agreed that Letters (2) A and B could be deleted.

Number 3:

- Skillingstead explained that “create opportunities” is to offer programs/opportunities that have to do with the arts.
- Delete “for the public.”
- Letters (3) A, B, and C are examples of Number 3.
- McAlinden suggested to add, “Promote (or create) and support opportunities...” (delete “Encourage and support...”)
- Houghton proposed to include in the list “and creation of the arts.”
- Adams recommended, “Arts is an essential element of culture.”
- Byrne added “provide awareness” in place of “encourage awareness.” Houghton would like to see it as a separate statement/point.

- McAlinden advocated creating awareness that permeates the community. She also believed publicity should be within a committee goal.
- Tarapolsi suggested changing it to read, “Increase community awareness by creating [followed by Adams’ recommendation above].”

Letter (3) A:

- This could be a Visual or Performing Arts Committee goal.

Letter (3) B:

- Needs re-wording.
- Skillingstead stated that all things are co-sponsored with Parks and Recreation; therefore, it is an operational (procedural) statement and could be dropped.

Letter (3) C:

- Reword or use a general, broader statement.
- Schmidt advocated rewording to include youth advocate and arts education.
- McAlinden proposed using education in Number 3 (omitting Letters (3) A, B, and C), for example, “...that encourage education, creation, appreciation, and promote community awareness.”

Byrne proposed using a new format, deleting the numbers and letters, and putting the main points in paragraph form. The Grant Committee goals can be included in the grant packages. Use more concise points to go with the mission statement. Add after the mission statement at the top, a statement along these lines (followed by the list of goals): “To accomplish this mission, the Redmond Arts Commission will:...” or “..., whose sole mission is to:...” or “we will achieve this by:...”

The format aside, Schmidt requested Commissioners first agree with or eliminate the current goals. She emphasized the purpose of the review at this meeting was not to

formulate the correct wording, but rather, to have all Commissioners agree on what the existing goals say.

Number 4:

- Change to read, “Advocate policies on cultural issues to the community.”

Letter (4) A:

- Move to Visual Arts Committee goal (this has been met and continues to grow)

Letter (4) B:

- Move to Nexus Committee goal (this has been met and continues to grow)

Number 5:

- Schmidt proposed moving this, along with Letters (5) A, B, C to the Visual Arts Committee.

Letter (4) D:

- D is a long-term goal; it could be included in the Nexus Committee goals.
- Possibly should stand apart as a separate goal.

Adams recommended consolidating Numbers 3, 4, and 5 into the following:

“Collaborate with the community to cultivate a forum for the arts.”

Schmidt asked Commissioners to write notes on the existing Goals and Objectives handout, continue to reflect on what was shared at this meeting, and discuss their goals in their committee meetings.

### **III. ECONOMIC IMPACT STUDY**

Commissioners briefly discussed the Economic Impact Study (E.I.S.) and Executive Summary contained within.

Byrne did not believe it pertained to art education. RAC could take some of the general population ideas and use them in the Arts Plan survey questions. She also questioned the comparative accuracy of Redmond to the two cities, Bellevue and Issaquah, that were used in the study.

Skillingstead asked Commissioners whether or not copies of the E.I.S. should be sent to the City Council. Commissioners concurred the study was heavy reading, especially the Executive Summary, and they would not recommend sending it alone to City Council. The Executive Summary could be augmented with recommendations and questions for the study, then sent to Council.

### **IV. SURVEY QUESTIONS FOR ARTS PLAN UPDATE**

It was decided to merge the Arts Plan Committee into the Nexus Committee. Commissioners may e-mail any questions regarding the E.I.S., or clarification for Redmond, to Houghton.

### **V. ANNUAL REPORT – HANDOUT**

Schmidt presented a draft of the RAC's Annual Report. In designing the report, the goal was to be able to use it as an advocacy piece as well as an Annual Report. Schmidt asked Commissioners to read their sections and approve or edit them. All edits should be

sent as soon as possible to Schmidt, in order to make ready the final copy for approval by next meeting. Schmidt will mail hard copies to Commissioners absent from this meeting.

Corrections noted:

- Change “Clara” to Cara Byrne.
- Change Bettencourt’s title to “Recreation Program Manager.”

## **VI. INVITATION TO CITY COUNCIL MEMBERS**

Houghton presented the package for Commissioners to use in contacting City Council members. The package includes the invitation, as well as the priorities to be discussed. The priorities are (1) per capita allocation increase, and (2) re-direct source of arts administrator salary.

- The package will also be sent in two separate e-mails to Commissioners: (1) the mission: priorities, pairing, and “to do” descriptions; (2) the invitation: including three attachments of RAC history and future goals, accomplishments, and a committee list.
- Commissioners were asked to meet with their Council member a minimum of one-half hour, and this must be prior to 2/23/01, the date of the reception.
- Skillingstead noted the goal is to develop a one-on-one relationship with a Councilperson. She asked Commissioners to consider personally inviting Council members via e-mail to the reception, as a back up to her invitation to them.
- Schmidt explained that it must be emphasized to Council that more money and staff time are needed in order to continue at the current pace of volunteer contribution and programming.

McAlinden noted the accomplishments listed should coincide with the Annual Report information. Schmidt will follow up for accuracy.



Some Commissioners offered alternative ideas to the requested initial one-on-one contact:

- Meet them at the reception first, and then set up the one-on-one meeting.  
(Skillingstead reported, however, that many would not be attending; only one RSVP had been received to date.)
- Hold a social gathering first, to learn more about each other.
- Hold a general joint-meeting first, where Council members can hear all Commissioners express their views/needs.

Bettencourt reported that the 1% for Art increase (a priority discussion item listed) has not been broached with the Mayor as yet. Therefore, Schmidt will talk with the Mayor immediately, prior to any Commissioner contact with Council members about the increase.

Schmidt proposed Commissioners could make it an option to contact their assigned Councilperson before or after the reception, but only after she speaks with the Mayor regarding the 1% for Art increase. Following this, Schmidt will e-mail members so they can send out their invitations.

## **VII. ADJOURNMENT**

**Motion to adjourn by:** Commissioner Tarapolsi

**Second by:** Commissioner Adams

**Motion carried:** 6-0 unanimous.

The meeting adjourned at 9:10 p.m.

Minutes prepared by Recording Secretary: Pamela K. Maybee, *Call A Typist*